

IN THE CLAIMS

Please amend the claims as follows.

Claims 1-15 (canceled)

Claims 16-30 (cancel)

Please add the following new claims.

31. (new) A disposable beverage container or a holder for a beverage container comprising an excitable phosphorescent material for emitting light, configured so that the light forms a visible advertising message or promotional message, in a darkened condition, for an ample period of time after excitation by an external energy source, the external energy source being independent of any electrical power supply carried by the beverage container or holder for a beverage container.

32. (new) The holder according to claim 31 wherein a clamp releasably attaches a beverage container to a holder.

33. (new) The holder according to claim 32 wherein the clamp, in use, is mounted to the arm-rest of a seat.

34. (new) The disposable beverage container or holder for a beverage container according to claim 31 wherein the phosphorescent material is on a substrate which is secured to the container or holder.

35. (new) The disposable beverage container or holder for a beverage container according to claim 34 wherein the substrate is a flexible sheet material which is adhesively secured to the container or holder.

36. (new) The disposable beverage container or holder for a beverage container according to claim 31 including a cover over the phosphorescent material through which the advertising message or promotional message is viewed.

37. (new) The disposable beverage container or holder for a beverage container according to claim 36 wherein the cover is detachably engaged with the container or holder.

38. (new) The disposable beverage container or holder for a beverage container according to claim 36 wherein the cover is transparent or translucent.

39. (new) The disposable beverage container or holder for a beverage container according to claim 38 wherein the cover is given a colour cast to modify the colour of the advertising message or promotional message.

40. (new) The disposable beverage container or holder for a beverage container according to claim 31 wherein the beverage container is a disposable bottle.

41. (new) A method of advertising in darkened conditions comprising storing energy in a phosphorescent material that is applied to a disposable beverage container or a holder for a beverage container by exposing the phosphorescent material to an external energy source, and thereafter allowing the phosphorescent material to emit a visible

advertising message or promotional message in darkened conditions from the disposable beverage container or a holder for a beverage container.

42. (new) A method according to claim 40 including the step of placing a cover over the material to form the message.

43. (new) A method according to claim 40 including the step of applying the phosphorescent material to a surface of the substrate using a process selected from the following: a printing process; a spray application; a vacuum or electrostatic mist application; silk screening; impregnation of the substrate.